



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Greer, Margolis, Mitchel (GMMB)  
1010 Wisconsin Ave NW  
Suite 800  
Washington, DC 20007

**Contract # 832317**

**Schedule Dates** 09/25/12-10/01/12  
**Advertiser** Paul Hirschbiel for Congress (39143)  
**Agency/T-Code** Greer, Margolis, Mitchel (GMMB) (1700)/1053989!  
**Product** Political - US House (1175)  
**Brand** DEMOCRAT (169542)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** GILROY, MAURA  
**Phone/Fax** (757) 362-3300 /  
**CPE** 106/113/1218  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Weekly/Irregular  
**Comments** HIRSCHBIEL 9/25  
PAUL HIRSCHBIEL FOR CONGRESS

**Date Entered** 05/31/12  
**Last Modified** 09/20/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06161131  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,858.75  
**Net Total** \$21,866.25  
**Sales Tax**

**Norfolk (WVEC) (WVEC)**

By Broadcast Month	Spots	Rate
Sep. 2012	23	\$17,880.00
Oct. 2012	9	\$7,845.00
<b>Grand Total:</b>	<b>32</b>	<b>\$25,725.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
2.1	Normal Line / SPOT	09/25/12-09/28/12	4	:30	10A- 10:58A (ET)	1		X	X	X	X			1	\$440.00	\$440.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	9/20/12
3.1	Normal Line / SPOT	09/25/12-09/28/12	4	:30	11:35P- 12:02A (ET)	1		X	X	X	X			1	\$420.00	\$420.00	Norfolk (WVEC) (WVEC)	ABC NIGHTLINE	9/20/12
5.1	Normal Line / SPOT	09/25/12-09/28/12	4	:30	12P- 12:57P (ET)	1		X	X	X	X			1	\$350.00	\$350.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	9/20/12
6.1	Normal Line / SPOT	09/25/12-09/28/12	4	:30	2P- 3P (ET)	1		X	X	X	X			1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICAN THE AFTERNO	9/20/12
7.1	Normal Line / SPOT	09/25/12-09/28/12	6	:30	3:58P- 4:58P (ET)	1		X	X	X	X			1	\$120.00	\$120.00	Norfolk (WVEC) (WVEC)	DR. OZ	9/20/12
8.1	Normal Line / SPOT	09/25/12-09/28/12	4	:30	4:58P- 5:29P (ET)	1		X	X	X	X			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	9/20/12
9.1	Normal Line / SPOT	09/25/12-09/28/12	4	:30	5A- 5:58A (ET)	2		X	X	X	X			2	\$450.00	\$900.00	Norfolk (WVEC) (WVEC)	5AM NEWS	9/20/12
10.1	Normal Line / SPOT	09/25/12-09/28/12	4	:30	5:29P- 5:58P (ET)	1		X	X	X	X			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	NEWS	9/20/12
11.1	Normal Line / SPOT	09/25/12-09/28/12	4	:30	6P- 6:30P (ET)	1		X	X	X	X			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	9/20/12
12.1	Normal Line / SPOT	09/25/12-09/28/12	4	:30	5:58A- 7A (ET)	1		X	X	X	X			1	\$840.00	\$840.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	9/20/12
13.1	Normal Line / SPOT	09/25/12-09/28/12	4	:30	6:58P- 7:28P (ET)	1		X	X	X	X			1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	9/20/12
14.1	Normal Line / SPOT	09/25/12-09/28/12	4	:30	7A- 9A (ET)	1		X	X	X	X			1	\$975.00	\$975.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	9/20/12
15.1	Normal Line / SPOT	09/25/12-09/28/12	4	:30	7:28P- 7:57P (ET)	1		X	X	X	X			1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	JEOPARDY	9/20/12

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Greer, Margolis, Mitchel (GMMB)  
1010 Wisconsin Ave NW  
Suite 800  
Washington, DC 20007

**Contract # 832317**

**Schedule Dates** 09/25/12-10/01/12  
**Advertiser** Paul Hirschbiel for Congress (39143)  
**Agency/T-Code** Greer, Margolis, Mitchel (GMMB) (1700)/1053989  
**Product** Political - US House (1175)  
**Brand** DEMOCRAT (169542)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** GILROY, MAURA  
**Phone/Fax** (757) 362-3300 /  
**CPE** 106/113/1218  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Weekly/Irregular  
**Comments** HIRSCHBIEL 9/25  
PAUL HIRSCHBIEL FOR CONGRESS

**Date Entered** 05/31/12  
**Last Modified** 09/20/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06161131  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,858.75  
**Net Total** \$21,866.25  
**Sales Tax**

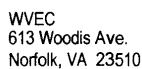
**Norfolk (WVEC) (WVEC)**

By Broadcast Month	Spots	Rate
Sep. 2012	23	\$17,880.00
Oct. 2012	9	\$7,845.00
<b>Grand Total:</b>	<b>32</b>	<b>\$25,725.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
16.1	Normal Line / SPOT	09/25/12-09/28/12	4	:30	9A- 10A (ET)	1		X	X	X	X			1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	9/20/12
20.1	Normal Line / SPOT	09/29/12-09/29/12	4	:30	6:58P- 7:57P (ET)								1	1	\$360.00	\$360.00	Norfolk (WVEC) (WVEC)	WHEEL/JEOPARDY	9/20/12
21.1	Normal Line / SPOT	09/30/12-09/30/12	4	:30	9:58A- 11A (ET)								2	2	\$250.00	\$500.00	Norfolk (WVEC) (WVEC)	THIS WEEK	9/20/12
22.1	Normal Line / SPOT	09/30/12-09/30/12	5	:30	5:58A- 8A (ET)								1	1	\$100.00	\$100.00	Norfolk (WVEC) (WVEC)	NEWS	9/20/12
23.1	Normal Line / SPOT	09/30/12-09/30/12	4	:30	9P- 10P (ET)								1	1	\$3,000.00	\$3,000.00	Norfolk (WVEC) (WVEC)	ABC DRAMA EFF 9/30/12	9/20/12
24.1	Normal Line / SPOT	09/25/12-09/30/12	4	:30	11P- 11:35P (ET)	3		X	X	X	X	X	X	3	\$1,100.00	\$3,300.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	9/20/12
27.1	Normal Line / SPOT	10/01/12-10/01/12	4	:30	11:35P- 12:02A (ET)		1							1	\$420.00	\$420.00	Norfolk (WVEC) (WVEC)	REVENGE EFF 9/26/12	9/20/12
28.1	Normal Line / SPOT	10/01/12-10/01/12	4	:30	10:58A- 12P (ET)		1							1	\$560.00	\$560.00	Norfolk (WVEC) (WVEC)	REVENGE EFF 9/26/12	9/20/12
29.1	Normal Line / SPOT	10/01/12-10/01/12	4	:30	4:58P- 5:29P (ET)		1							1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	REVENGE EFF 9/26/12	9/20/12
30.1	Normal Line / SPOT	10/01/12-10/01/12	4	:30	5A- 5:58A (ET)		1							1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	REVENGE EFF 9/26/12	9/20/12
32.1	Normal Line / SPOT	10/01/12-10/01/12	4	:30	6P- 6:30P (ET)		1							1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	REVENGE EFF 9/26/12	9/20/12
33.1	Normal Line / SPOT	10/01/12-10/01/12	4	:30	5:58A- 7A (ET)		1							1	\$840.00	\$840.00	Norfolk (WVEC) (WVEC)	REVENGE EFF 9/26/12	9/20/12
34.1	Normal Line / SPOT	10/01/12-10/01/12	4	:30	6:58P- 7:28P (ET)		1							1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	REVENGE EFF 9/26/12	9/20/12
35.1	Normal Line / SPOT	10/01/12-10/01/12	4	:30	7A- 9A (ET)		1							1	\$975.00	\$975.00	Norfolk (WVEC) (WVEC)	REVENGE EFF 9/26/12	9/20/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------



<b>Contract #</b>	<b>832317</b>
<b>Schedule Dates</b>	09/25/12-10/01/12
<b>Advertiser</b>	Paul Hirschbiel for Congress (39143)
<b>Agency/T-Code</b>	Greer, Margolis, Mitchel (GMMB) (1700)/10539891
<b>Product</b>	Political - US House (1175)
<b>Brand</b>	DEMOCRAT (169542)
<b>Salesperson</b>	Blair, Cheryl (2205)
<b>Sales Office</b>	TeleRep - Philadelphia
<b>Buyer Name</b>	GILROY, MAURA
<b>Phone/Fax</b>	(757) 362-3300 /
<b>CPE</b>	106/113/1218
<b>Account Types</b>	National/Political Candidate - Agency
<b>Billing Type</b>	Weekly/Irregular
<b>Comments</b>	HIRSCHBIEL 9/25 PAUL HIRSCHBIEL FOR CONGRESS

Date Entered	05/31/12
Last Modified	09/20/12
Entered By	Penne Marsh
CO-OP	No
Headline #	06161131
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$3,858.75
Net Total	\$21,866.25
Sales Tax	

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Sep. 2012	23	\$17,880.00
Oct. 2012	9	\$7,845.00
Grand Total:	32	\$25,725.00

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WVEC Norfolk	<b>Date:</b> 9/24
--	----------------------

I, Maura Gilroy,  
 being/on behalf of: Paul Hirschbuhl, a legally  
 qualified candidate of the Democratic political  
 party for the office of: House of Representatives  
 in the General  
 election to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS OF DGRGP					

**Total Charges:**

\$21,866.25 Net

#832317

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Herschel for Congress

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jody Wagner PO Box 8728 Virginia Beach VA 23450

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

5/11/12 M. Marsh  
Date Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Penne Marsh Penne Marsh NSC  
Signature Printed Name Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Paul Haschbiel  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

M. G. Gray  
signature of candidate or authorized committee

Maura Gray 5/21/12  
printed name date